

be used. Other programming methods come to mind by one of ordinary skill in the art, so long as the proper percentage of appearances is achieved.

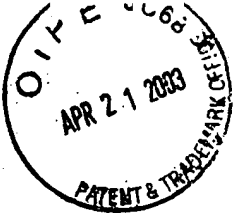
2
A In an even further embodiment of the present invention, the seller can also program the length of time that the advertising indicia 16 will appear on the display 6 before the source is displayed on the display 6. It should be understood that the above described wireless device has an audible and or vibrating alarm for notifying a user when a page is taking place, or has taken place. In either case, the programmable time for the advertising indicia to be displayed in the display 6 can begin after the audible alarm is complete. Alternatively, the time that the advertising indicia is displayed on the display can begin about the same time as an alarm begins. These programmable features allow for flexibility in meeting the requests and demands of companies and individuals wishing to place advertising within a wireless device.

In a further embodiment of the present invention, the user can wait to view the source of the page until a later time after the alarm indicates that the page has been received. The user can then press a button to select to view the source of the page. When the user selects to do this, the advertising indicia will be displayed on the display, as described above. In a further embodiment, the user can choose to keep the source of the page in memory by not deleting it after the first viewing of the advertising indicia and the associated source of the page. The user can choose to view the source of the page again at a later time with or without the advertising indicia appearing before the source of the page is displayed. In relation to all of the above-described embodiments of the present invention, the advertising indicia can include slogans or directed messages such as "DON'T SMOKE" or "SAY NO 2 DRUGS."

While the specific embodiments have been illustrated and described, numerous modifications come to mind without significantly departing from the spirit of the invention and the scope of protection is only limited by the scope of the accompanying Claims.

IN THE DRAWINGS:

See the attached amended Figure 2 showing the addition of a receiver, which is listed as element number 11.



OK to enter
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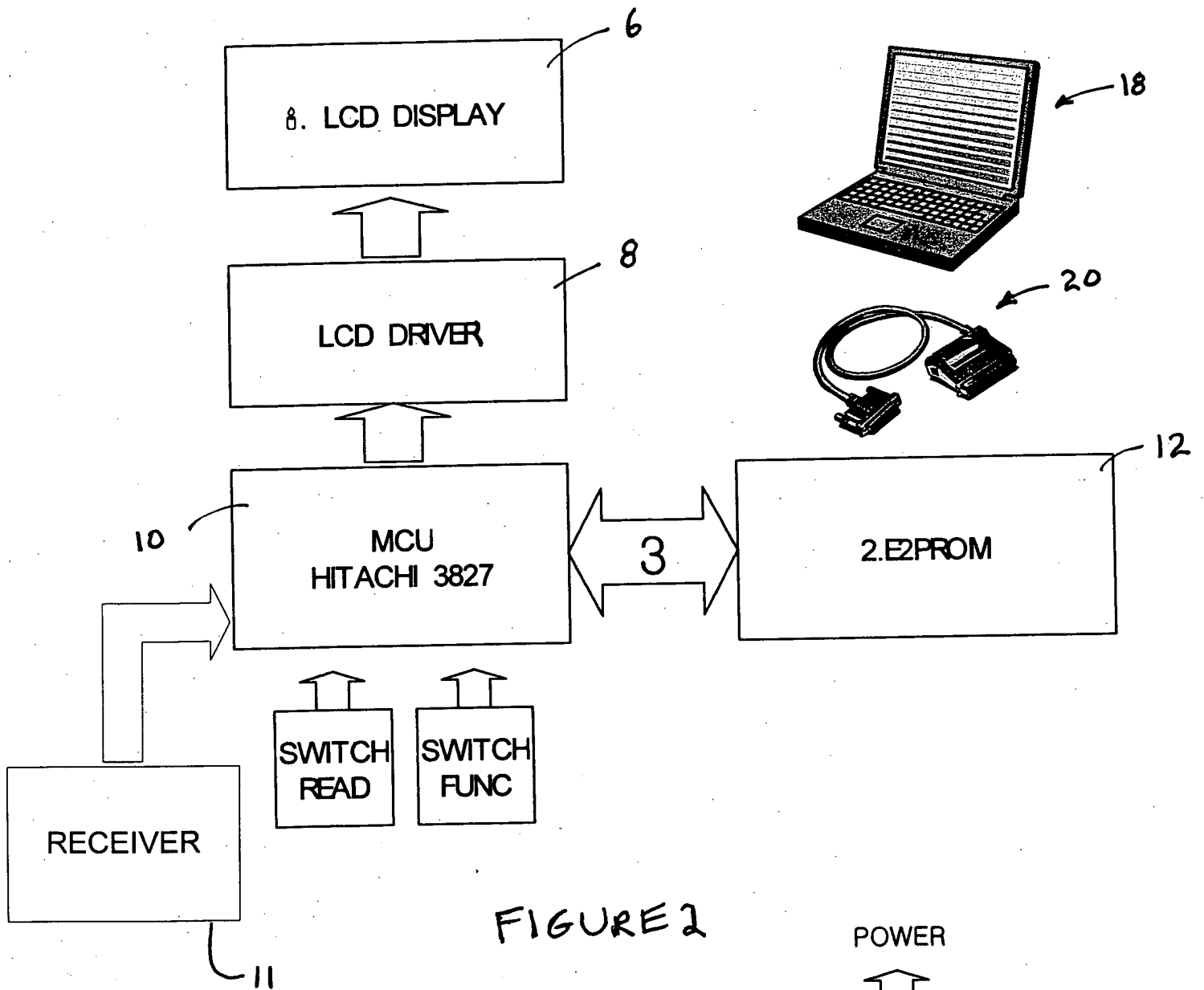


FIGURE 2